

The Sumida Hokusai Museum

MASUMURA Hiroshi Exhibition Featuring the Works of Hokusai ATAGOAL × HOKUSAI

Tue 26 June - Sun 26 August 2018

1 term : Tue 24 June - Sun 20 July / 2 term : Tue 31 July - Sun 26 August

MASUMURA Hiroshi is Japanese Manga artist. He has long developed his own fantasy world through his comic series *Atagoal*. In the comics, the trouble caused by Hideyoshi leads to new discoveries being shared with the world.

The joy of these illustrations came from seeing *Atagoal* characters like Hideyoshi integrated into the spectacular scenes drawn by Hokusai, and yet these are no mere parodies of Hokusai's works produced by simply replacing the people in them with *Atagoal* characters. Rather, MASUMURA has provided commentary for each one of these illustrations, explaining the thoughts and processes involved in incorporating *Atagoal* elements, as well as his opinions and commentary on the original works by Hokusai, including his respect and awe from working so closely with these prints. As a result, this exhibition comprises both art and commentary, making it, in a sense, a research project on Hokusai's work.

We invite you to compare MASUMURA's contemporary works with the original *ukiyo-e* prints by Hokusai (old woodblock prints, display panels, etc.), to discover their differences and better enjoy MASUMURA's interpretations of Hokusai's work. Naturally, the portrayals of the main characters from *Atagoal* are among the highlights of these pictures. The addition of MASUMURA's sense of humor and interpretations of these works makes for a whole new way to enjoy the world of Hokusai.

Note: Some of the Hokusai *ukiyo-e* prints on display for comparison are from our collection. 24 art pieces (print: 9, wood block-printed book: 15) produced in the Edo era will be split between the first and second halves of the exhibition period. The others are reproduction woodblock prints produced by Adachi Woodcut Prints, in cooperation with the Adachi Foundation.



MASUMURA Hiroshi. "Poster celebrating the 130th anniversary of the KOJO Elementary School Foundation"

Highlights

◆ Comparison between Hokusai and MASUMURA

Some MASUMURA's works will be displayed next to Hokusai's works which influenced his work. This comparison gives you new perspective on Hokusai study.



Katsushika HOKUSAI "A Mild Breeze On a Fine Day from series Thirty-six Views of Mount Fuji"



MASUMURA Hiroshi "A Mild Breeze On a Fine Day from series Thirty-six Views of Mount Fuji" 2009 ©MASUMURA Hiroshi

◆ New work will present

New work "Fisherman" from series "ATAGOAL X HOKUSAI" will present. This work is drawn newly for the exhibition.



Katsushika HOKUSAI "Fisherman"



MASUMURA Hiroshi "Fisherman" 2018 ©MASUMURA Hiroshi

◆ Invaluable material will present

Manuscripts and illustrations of series "ATAGOAL" and early works which is origin of "ATAGOAL" will be displayed. Additionally, his necessary tools for painting such as his fountain pen, palette and brush will present.

Exhibition Structure

Section 1 MASUMURA Hiroshi – ATAGOAL World

We will introduce his comic series “ATAGAOL” which he has long developed.

Section 2 ATAGOAL×Hokusai –Thirty six views of Mount Fuji

Atagoal characters were integrated into the scene from series “Thirty-six views of Mount Fuji” drawn by Hokusai.

Section 3 ATAGOAL×Hokusai – Various works

His characters were integrated into other Hokusai’s works such as series “one hundred views of Mount Fuji” and “Sketched by Hokusai”. These works present in this section.

About MASUMURA Hiroshi

Born in 1952 in Yonezawa City, Yamagata. He began drawing comics at the age of 20, and made his debut in 1973 with *Kiri ni Musebu Yoru*, which won second prize at the 5th Tezuka Awards. The same year, his comic *1975* won a prize from the monthly magazine *Garo*, and in 1975 his comic *Yonezādo Monogatari* ran in the same magazine. Starting in 1976, the original *Atagoal Monogatari* began running in the monthly *Manga Shōnen*. The world of *Atagoal* was heavily influenced by Ihatov, an imaginary world created by MIYAZAWA Kenji. The stories of the many distinctive characters, such as the humorous cat Hideyoshi, proved very popular. Over a long period of time afterward, the stories of *Atagoal* came to span multiple series. The characters have starred in many commercials for major brands, and in 1997, *Atagoal Tamatebako* won the Japan Cartoonists Association Grand Award. Since 2006, MASUMURA has also worked as an Oshoshina Tourism Ambassador for his hometown of Yonezawa City. In addition, in Yonezawa City, there is the Yonezādo-gō loop bus, which features pictures of *Atagoal* characters. In 1983, MASUMURA began to produce adaptations of many of the works by MIYAZAWA Kenji that had had such a strong influence on him. In 1985, the animated movie *Night on the Galactic Railroad*, based on MASUMURA's adaptation of the original novel, was released, and in 2001, he was awarded the Ihatov Award by the MIYAZAWA Kenji Association. His more recent adaptations of MIYAZAWA Kenji's work include comics based on *Yamanashi*, *Kenjū Kōenrin*, *Otsuberu to Zō*, and *The Shining Feet*.



©MASUMURA Hiroshi

Atagoal

The comic series *Atagoal* is the best known of artist MASUMURA Hiroshi's works. To date, there have been four *Atagoal* series: *Atagoal Monogatari*, *Atagoal Tamatebako*, *Atagoal*, and *Atagoal wa Neko no Mori*, all with a main focus on fairly short, self-contained stories. These stories take place in a world called Atagoal, and star a cast of distinctive characters like Hideyoshi, a humorous cat who walks upright on two legs. One hallmark of the series is the way that trouble caused by Hideyoshi leads to new discoveries being shared with the world.

The name “Atagoal,” incidentally, was based on Atago Station on the Tobu Urban Park Line, a train station in MASUMURA's hometown of Noda City, Chiba.

Exhibition Overview

◆ **Exhibition title:** MASUMURA Hiroshi Exhibition
Featuring the Works of Hokusai
ATAGOAL x HOKUSAI

◆ **Term :** Tue 26 June - Sun 26 August

*1 term: Tue 26 June - Sun 29 July

*2 term: Tue 31 July - Sun 26 August

* Closed : Every Monday (Open: Mon 16 July, Closed: Tue 17 July)

◆ **Organizer :** Sumida City the Sumida Hokusai Museum Corporation: FURONEKO Ltd.
Corporation Planning : ADD-SYSTEM INCORPORATED.

◆ **Contact :** The Sumida Hokusai Museum

◆ **Admission Fees :** This ticket allow to see AURORA (Permanent exhibition room)
Adults ¥1000 (800)
HS University Students ¥700 (560)
JHS Students ¥300(240) / 65and over ¥700 (560)
Disabled peoples ¥300 (240) ※ () means group Fee



MASUMURA 26 June - 26 August
Hiroshi Exhibition
Featuring the Works of
HOKUSAI

1 term: Tue 26 June - Sun 29 July
2 term: Tue 31 July - Sun 26 August
Hours: 10:00 - 17:00 (last admission 16:00)
Closed: Every Monday
Organized by: Sumida City, the Sumida Hokusai Museum Corporation, FURONEKO LTD.
Corporation Planning: ADD-SYSTEM INCORPORATED.



*Group admission applies to 20 or more paying adults.

*Students in elementary school and younger are admitted discount of charge

*Junior high school, high school, and university students (including technical college, vocational school, and special training college students) will be requested to show student ID.

*Adults 65 and over will be requested to show a document verifying age.

*Persons with a certificate such as the following plus one accompanying person are admitted free of charge: physical disability, intellectual disability, rehabilitation, mentally handicapped health and welfare, atomic bomb victim health notebook, etc. (Please show your certificate at time of admission.)

*Use of these tickets is limited to the day on which the exhibition is visited, and allow you to see AURORA (Permanent exhibition room), too

【The Sumida Hokusai Museum】

Hour : 9:30-17:30 (Last admission 17:00)

Colsed : Every Monday

Address : 2-7-2 Kamesawa, Sumida-ku, Tokyo, 130-0014, Japan

Tel : 03-5777-8600 (Hello Dial)

Official web site: <http://hokusai-museum.jp/>

Official Twitter : <http://twitter.com/HokusaiMuseum/>

Official FB : <http://www.facebook.com/THE.SUMIDA.HOKUSAI.MUSEUM/>

Official Youtube: <https://www.youtube.com/channel/UC2ywKxcxhYowjfoAk2LflRg>

Related Events (only in Japanese)

1, MASUMURA Hiroshi Public Talk —ATAGOAL × HOKUSAI—

Lecturer: Masumura HIROSHI (Manga artist) ,The museum Curator
Venue: MARUGEN 100 (Museum lecture hall)
Capacity: 60
Date and time: Sun 11 Mar, 14:00-15:30 (Door open 13:30)
Admission: Free (However, an admission ticket or annual pass is required)

2, MASUMURA Hiroshi Book Signing Event

Venue: MARUGEN 100 (Museum lecture hall)
Date and time: Sat 22 July, Sat 11 August 13:30-14:30 (Door open 13:00)
Capacity: 100
Admission: Customers must have a numbered ticket to enter the signing line. Signing line tickets will be distributed at the Museum shop upon purchase of MASUMURA's written works. For more information please see our website.

3, Slide Presentation “MASUMURA Hiroshi Exhibition Featuring the Works of Hokusai ATAGOAL × HOKUSAI”

Lecturer: The museum Curator
Venue: MARUGEN 100 (Museum lecture hall)
Capacity: 60
Date and time: Sat 28 April, Sat 26 May 14:00-14:30 (Door open 13:30)
Admission: Free (However, an admission ticket or annual pass is required)

4, Summer Museum Cinema ” The Night of the Milky Way Train”

The animation Film ”The Night of the Milky Way Train” will show in the museum. ” The Night of the Milky Way Train ” is based on well-loved Japanese novel written by MIYAZAWA Kenji. Original story is made by MASUMURA. Two cats Characters; Giovanni and his friend Campanella, go on a metaphysical journey on a magical railroad train.

Theme : ” The Night of the Milky Way Train” (1985, Director: SUGII Gisaburô, KADOKAWA)
Venue : MARUGEN 100 (Museum lecture hall)
Date and Time : Sun 29 July 14 : 00-15 : 40 (Door Open 13 : 30, Runtime about 1.4 hour)
Capacity : 70 (advance reservation)
Admission: Free (However, an admission ticket or annual pass is required)

Next exhibition

◇Tue 11 September – Sun 4 November 2018

Hokusai Bridge in Sumida (tentative title)



The Hanging-cloud Bridge at Mount Gyôdô near Ashikaga (Ashikaga Gyôdôzan Kumo no kakehashi), the series Remarkable Views of Bridge in Various Province

This exhibition focus on the connection between Sumida City and Hokusai. One of Hokusai's famous art work , "the series Remarkable Views of Bridge in Various Province" that analyzed sturctures of bridge were depicted. At the first section, "the series Remarkable Views of Bridge in Various Province" is displayed. The second section shows various brigdes built in Sumida. Through bridges depicted by Hokusai, we reconsider design feature and historical transitions of bridges.